

Organization Outreach to the SFA Campus

Problem Definition

Ineffective communication between organizations and students leads to misconceptions as well as low organizational awareness, in both their existence and causes. Organizations tend to be too passive in their recruiting techniques. Communication education and training can aid organizations in becoming more effective at marketing to students and bridging the gap between potential members. Organizations fight for the attention of students to increase enrollment but in order to create initial student curiosity and involvement organizations must spark an interest. We hoped to reinforce effective ways to communicate to the student body and increase involvement. We aimed to provide research organizational leaders on how best to move the student body of SFA towards involvement.

Problem Analysis

The correlation between your organizational involvement and sense of belongingness to a campus and a friend group is heavily supported by all of our data. The problem is that according to our surveys over half of SFA campus is organizationally inactive and ill informed. We believe that the problem lies within the organizations recruiting methods and campus presence.

Criteria for Solution

We established that the best solution was to put on an event to show organizations research that we found, offer tips on how to recruit members and how to keep them. We also had to find the severity of the problem. The first step was to create a survey to collect research and scholarly articles. The second was to organize the research. After we collected and organized the research, we reserved a room for our presentation.

Student Involvement Survey

Please circle the best answer

I am a: Freshman Sophomore Junior Senior

Gender: Male Female I live: On campus Off campus

How many hours a week do you work?
0-5 5-10 10-15 15-20 +20

Are you involved in any extracurricular activities (clubs, organizations, etc.)? If yes, which ones?

How many hours a week are you involved with your organization(s)?
0-5 5-10 10-15 15-20 +20

Have you ever attended a campus event? If yes, how did you hear about it?
Yes / No: Flyer Table Axes A friend Word of Mouth Other (explain)

Can you think of a situation where you would attend a campus event?

Which of the following would be the most effective way to get you involved?
A. Reading a flyer on a campus bulletin board B. Having someone from the organization talk to me one-on-one C. Seeing it on the AXES website D. Talking to someone at a table in the student center

How do you think organizations can more effectively market to students?

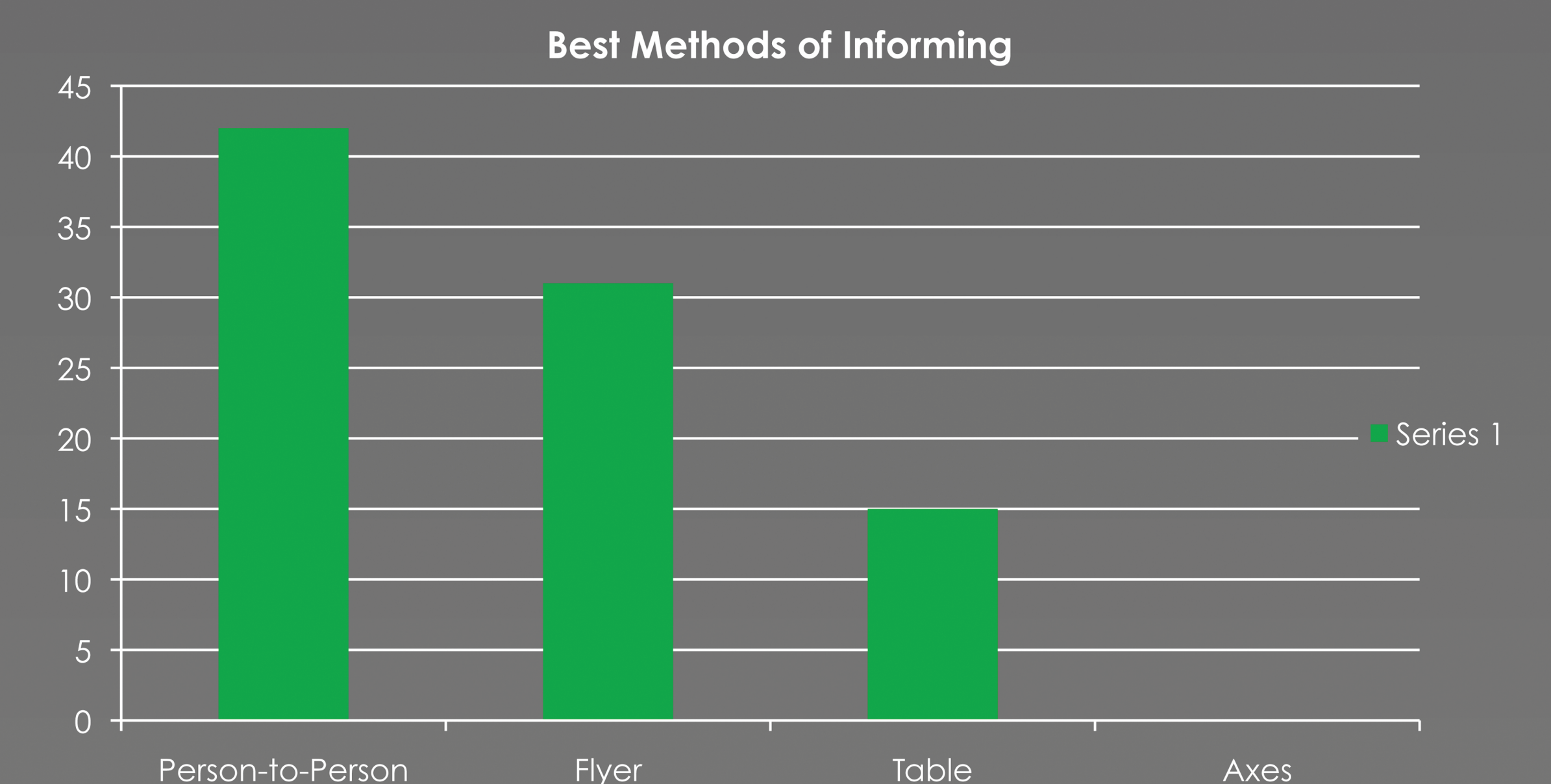
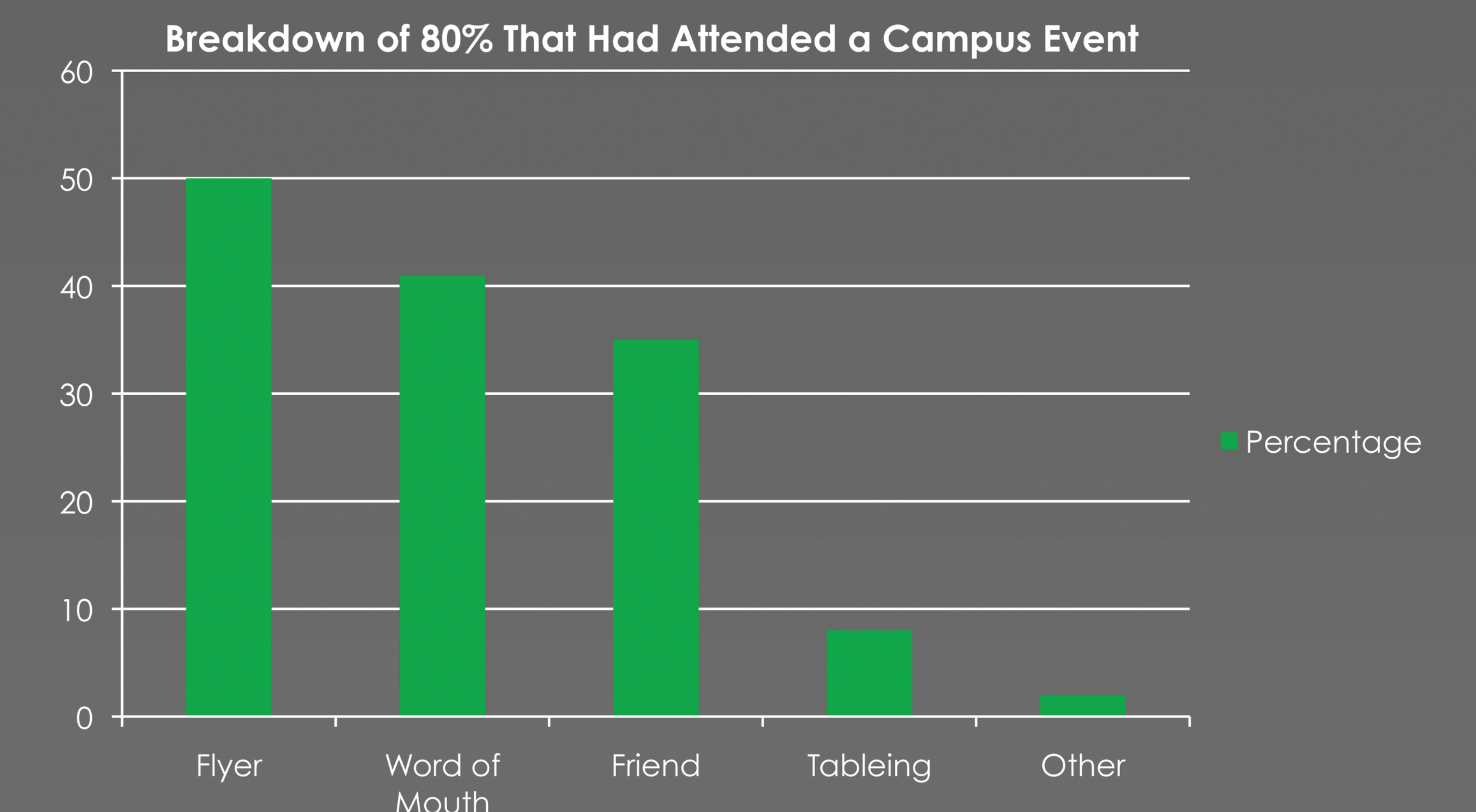
Implementation

We surveyed 100 students on campus either by directly going up to students or through surveying classes. Students from different grade levels, living situations, and levels of involvement with organization were in found in our survey, providing us with a diverse range of results. Through our research we found only 53% of the students surveyed were involved in organizations. 80% said they had attended an event on campus they heard it from a flyer as well as from word of mouth.

Best Solution

We established that the best solution for our problem was to put on an event to inform organizations. At this event we discussed why this problem matters to students and to organizations. Next we talked about the methods that are currently being used either proactive or reactive and the benefits of both. We wanted to equip organizations with the tools to best 7

Results of Survey



Conclusion

Organizations lean towards one of two methods of advertising, a reactive approach or proactive approach, both have its benefits but when combined together it is most effective. A reactive approach is when organizations wait for members to show interest in them, this can be done through posting flyers, Facebook invites, or tableing. A proactive approach is when organizations are going up to students, this can be seen through personal invites, handing flyers out to students, and building relationships. Organizations are most effective when they incorporate both methods with a large focus on personal interaction with students. Organizations increase communication with the student body in order to increase involvement.

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